

ORDER



Orders

Order / Rev: 169414
Alt Order #: 06377774
Product Desc: ROB ZERBAN FOR CONGR
Estimate: 3363
Flight Dates: 10/17/12 - 10/22/12
Original Date / Rev: 10/16/12 / 10/16/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Vicky Rehill
Sales Office: HCHI
Sales Region: NAT

Agency

Name: Adelstein/Liston
Buying Contact: Paula Hambrick
Billing Contact:
 222 W. Ontario St.
 Chicago, IL 60610

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser

Name: Poll/R Zerban for Congress
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	6	\$3,600.00	\$3,060.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	6	\$3,600.00	\$3,060.00	0.00
Totals	6	\$3,600.00	\$3,060.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Vicky Rehill			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	9%	\$3,600.00
Market	100%	\$40,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$400.00
WISN	34%	\$13,600.00
WITI	25%	\$10,000.00
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	30%	\$12,000.00
WVTV	1%	\$400.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/17/12	10/21/12	CBS58 Nws 5p M-Sa/530M		5-530p/530-6p --WTFSS	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
				CBS58 Nws 5p M-Sa/530p Su										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	--WTFSS		2		\$200.00		0.00				
E 2	WDJT	10/17/12	10/21/12	M - SU Late News	CM	10p - 1035p --WTFSS	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
				M-Su 10p-1035p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	--WTFSS		3		\$800.00		0.00				

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WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	10/22/12	10/22/12	M-F Late News M-F Late News	CM	10p-1035p	1-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	1-----	1		\$800.00		0.00						
													Totals	6	\$3,600.00